

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Alpha Metal Manufacturing

Arkansas Manufacturing Solutions

Alpha Metal Manufacturing Improves Website Performance

Client Profile:

Alpha Metal Manufacturing produces metal building materials, metal roofing, and weld-up or bolt-up systems for framing. The company helps match contractors and Alpha pre-engineered building materials to support their customers. Alpha employs six people at its facility in Lavaca, Arkansas.

Situation:

Alpha received a free website assessment and discovered that they had multiple opportunities for improving performance of its company website to drive sales leads. Although they were interested in the improvements, lack of time and funds prevented implementing the changes. Alpha learned that Arkansas Manufacturing Solutions (AMS), a NIST MEP network affiliate, was offering a special one-day improvement session where interested Arkansas manufacturers could learn about growth opportunities, website marketing, quality management, or Lean enterprise. After contacting AMS, Alpha decided to focus on opportunities for website improvements.

Solution:

AMS Project Manager, Joe McCoy, spoke with Alpha's owner Bur Edson and the marketing manager to determine specific improvements they wanted to make during the one-day improvement session. McCoy outlined an improvement plan that could quickly be implemented to produce increased sales leads and improved website performance. The website was reconfigured to have improved website visibility with navigation, photo, and content changes. The site was also submitted to specific search engines, industrial directories, and local search listings that are most likely to produce results for a manufacturing company. A formal Request for Quote form and a Contact Us form were implemented to directly communicate with potential clients and to drive sales leads. With assistance from AMS, the website improvement implementation was successfully completed on time, and sales leads went from no leads with the old configuration to 17 sales leads with the new configuration in just 30 days. Picture optimization and navigation changes provided an improved user experience and drove at least 10 new visitors to the website during the second month of the new configuration.

Results:

- * Realized \$1,200 in cost savings.
- * Gained 17 new website visitors in 30 days.
- * Achieved a more competitive and profitable position.

Testimonial:

"I can't thank you enough for our new web site. I think this is going to be a big help unlike our last web site which drew few viewers. Thanks so much."

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Bur Edson, Owner